

Reader Survey Fall 2008 Summary

- Anonymous online survey
- Conducted over two weeks in October 2008
- Total number of respondents: 693
- 200 responses in first 3 hours following e-mail invitation
- Not all respondents answered all questions
- 93.3% of respondents have their own subscription to Design Edge Canada

Design Edge readers share their copies

How many people typically read your copy of Design Edge Canada, including yourself?

Average response:
2.05 readers per copy
Range: Low 1
High 12

Based on this response and a total circulation of 7,500, Design Edge has a readership of 15,375

Design Edge is relevant for its readers

How much time do you spend reading Design Edge Canada?

Read it cover to cover	35.1%
More than 30 minutes	45.0%
Less than 30 minutes	19.9%

Design Edge readers are engaged

After reading an issue of Design Edge Canada, have you:

Saved your copy for later reference:	88.7%
Gained insight into a critical issue:	83.5%
Discussed an article with a colleague:	68.0%
Looked for further information, e.g. online:	59.2%
Looked up Online Extras on DesignEdgeCanada.com:	40.3%

Readers respond to advertising in Design Edge

After seeing an advertisement in Design Edge, have you:

Saved the ad for further reference	79.2%
Checked a supplier's web site	70.4%
Discussed an ad with a colleague	36.8%
Called a supplier for a quote	18.5%
Placed an order with a supplier	10.2%

Readers respond more to full-page ads and inserts

40.7% recall seeing or reading a partial-page ad (average score)

60.9% recall seeing or reading a full-page ad or insert (average score)

... but creativity and frequency play a role, too.

We know what works with our readers. Contact us for advertising ideas and opportunities

Reach our audience of engaged creative professionals. Contact Doug Bennet or Kim Carmichael:
dbennet@designedgecanada.com
kcarmichael@designedgecanada.com

Reader Survey Fall 2008 Selected reader comments

Keep up the terrific work. It's a great resource and a good read.

I am very glad to see that the content is growing! Keep up the great work.

Keep up the user-oriented perspective!

This is a GREAT magazine! Love it—keep up the good work!

Keep up the great work! Maybe have a column [in which] readers can submit their article for publishing (should be relevant to the theme of the issue).

I think you're doing a fantastic job. The magazine is concise and to the point! It is relevant to our work!

Keep up the good work. Important resource. Useful for students as well as pros.

I think you have a very solid, helpful and informative mag.

More content, thicker issue, nice work, love existing content.

Excellent mag, very insightful with very relevant topics for my business.

Please keep it coming.

Great work, I love your magazine.

Keep up the great work, but don't sit still!

I didn't like the publication at first, but I think it's a very good publication after 4 years. I will continue to read it regularly. It's become first class as far as I'm concerned. Best of luck in the future. Great job!

There's always room for improvement but this mag rocks! Keep up the great work!

This is one of my favourite mags to read (for its content) and I look forward to receiving each issue. (Keep it free too!)

I think the staff at Design Edge Canada is doing a great job. The content is great, with a strong focus on Canadian design. I really couldn't ask for more! Thanks again.

Keep up the great work! The mag's like a breath of fresh air... My only hope is that your advertisers will continue to pay enough for ad placement for your magazine to be distributed 'for free'. All the best to the staff of Design Edge for putting out an informative and well-designed publication.

I'm a graphic designer and design instructor and have loved DE right from its premier issue. I'd love to see some articles/issues targeted around portfolio development and what studios expect from students as they get into the workforce.

Kudos to all at Design Edge Canada. Your articles are timely, your research impeccable. Design Edge covers Canadian interests with an eye on the world. Can't get better than that.

Keep doing what you're doing; Canadian design needs this.

Don't lose the interactivity with the readers, like the "name the font" contest. It's a nice touch!

You are doing a great job! Keep it up, keep growing and keep going.

I just want to see Design Edge VERY VERY SUCCESSFUL!!

Readers want to see your advertising in Design Edge Canada. Visit us at www.designedgecanada.com or call 905-625-7070 for details...